

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Printed in U.S.A.

AD# (FS1) 108-A4 "LOTTO COMPUTER"-REQ# M-93354-Super Page (8" x 10 13/16")-4/C
Product Movers, November 8, 1987

PLAYERS LIGHTS 25's

FREE

LOTTO PERSONAL COMPUTER!

Free with three carton purchase of Players Lights 25's.

Now, picking lottery numbers can be fun instead of frustrating. Just press the Players Lights 25's big red button and your Lotto Computer will select a set of random numbers for your favorite lottery game. The world's biggest computer couldn't do a better job. Play Pick 3 and Pick 4 daily games, all double-digit games and any state or country's lottery games. A powerful microchip makes the choice from millions and millions of possible combinations. Also, it's a perfect gift for any lottery player. The compact size fits in a pocket or purse and makes a super stocking-stuffer. Normally a \$25.00 value, the Players Lights 25's Lotto Personal Computer* is free with three carton proofs of purchase.

With an extra 50 in every carton, you're always a winner with Players Lights 25's.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Mfr's suggested pricing based on full price brands.

Kings: 10 mg "tar," 0.9 mg nicotine -
100's; 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

*Lotto Personal Computer is a trademark of Lottronics, Ltd.
U.S. Patent No. 2915452

Kings & 85's
Regular and Lights

PLAYERS LIGHTS 25's

You're in luck already:
BUY 1 PACK, GET 1 FREE!



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PLAYERS LIGHTS 25's

LOTTO COMPUTER OFFER!

☐ Please send my FREE Lotto Computer (an enclosed three UPC-coded from cartons of Players Lights 25's only style). Limit 1 computer per person.

☐ I've enclosed \$25.00 check or money order instead of UPC codes.

Send my Lotto Computer to:

Name _____
Address _____
City _____
State _____ Zip _____

Send order to:
Players Lights 25's Lotto Computer
P.O. Box 10699
Hempstead, NY 11788

Offer good while supply lasts. Please allow 2-3 weeks for delivery. No purchasing in this offer until the first of October 21 years of age or older. Offer requires 3/1/88.

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